

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

Claim 1. (currently amended): A method for fulfillment of institutional business card and stationery product orders, said method comprising the steps of:

defining ~~generating~~ a plurality of company-tailored prototypical product records wherein each prototypical product record comprises ~~comprising~~ a template to define the placement and typography of a plurality of informational elements for printing on a company-tailored business card or stationery product and wherein the template comprises tracking, kerning, text adjustment, and graphics placement information;

generating a list of fields associated with each prototypical product record wherein the list of fields is adapted to be filled with content defined by a plurality of company-tailored predeterminable profiles;

implementing a database to collect and store data according to said field list;

providing a requestor interface for entry of a distributed user's print order, said requestor interface being adapted to allow ~~enable~~ the user to select and order a company-tailored business card or stationery product to be printed according to the company-tailored prototypical product record and a predeterminable profile defining content for one or more of the informational elements provided by the template; and

processing the user's print order through a processor interface, said processor interface being adapted to ~~directly~~ generate a pre-press product automatically incorporating said company-tailored predeterminable profile into said tailored product.

Claims 2-8 (cancelled).

Claim 9. (currently amended): The method as recited in claim 18, wherein said company-tailored predeterminable profile comprises at least some of said data collected according to said field list.

Claim 10. (currently amended): The method as recited in claim 9, wherein said company-tailored predeterminable profile comprises user-indicative information and company-indicative information.

Claim 11-12 (cancelled).

Claim 13. (currently amended): The method as recited in claim 12, wherein said user interface comprises a server-side scripting environment.

Claim 14. (currently amended): The method as recited in claim 12, wherein said processing step comprises the step of merging at least a portion of said data collected according to said field list with said template of said prototypical product record to directly generate said pre-press product.

Claim 15 (cancelled).

Claim 16. (previously presented): The method as recited in claim 14, wherein said pre-press product comprises a copier command set.

Claim 17. (previously presented): The method as recited in claim 14, wherein said providing a requestor interface step further comprises the step of formulating a script, said script being adapted to automatically format said data collected according to said field list for merging said template of said prototypical product record.

Claim 18. (currently amended): The method as recited in claim 17, wherein said processing step further comprises the step of formatting said portion of said data through said script prior to said merging with said generating a company-tailored prototypical product record template step.

Claim 19. (previously presented): The method as recited in claim 17, wherein said script is further adapted to automatically import graphics data into said template of said prototypical product record according to the content of said data collected according to said field list.

Claim 20. (previously presented): The method as recited in claim 19, wherein said processing step further comprises the step of importing graphics data into said template of said prototypical product record.

Claim 21. (currently amended): A method for fulfillment of institutional business card and stationery product orders, the method comprising the steps of:

providing a set of printable stationery products;

customizing templates for a business organization to correspond with each stationery product in the set, wherein the template defines a plurality of common and specific informational elements for printing on the stationery product, wherein one of the common informational elements comprises a graphical representation of a business organization logo and wherein the template also defines the placement and typographical settings of the informational elements to be printed on the stationery product;

providing predefined informational content for the common informational elements of the customized templates, including for at least one of the common informational elements informational content that identifies a specific organization;

providing a requestor interface for entry of a print order by a user associated with that organization, the requestor interface being adapted to enable the user to select a stationery product from the set of printable stationery products, the requestor interface being further adapted to enable the user to define or select a profile comprising informational content for the specific informational elements of the customized templates but which does not enable the user to define or modify the organization-identifying informational content to be printed on the stationery; and

in response to the print order, automatically generating a pre-press product incorporating both the predefined informational content for the common informational elements of the

customized templates and the informational content from the user-defined or user-selected profile.

Claim 22-23 (cancelled).

Claim 24. (currently amended): The method of claim 21~~3~~, further comprising the step of processing the user's print order by merging the defined or selected profile with the template of the selected stationery product to automatically generate the pre-press product.

Claim 25 (currently amended): A method for automated print order processing to be performed using computer hardware and software, such method comprising the steps of:

providing a set of printable products to different levels of personnel of an institutional customer;

customizing templates to correspond with each printable product in the set, wherein the template defines the placement and typographical settings of a plurality of informational elements to be printed on the printable product, thereby facilitating the provision of institutionally-tailored products that have a consistent appearance to said personnel of that institutional customer;

creating predefined user profiles for one or more of said personnel of said institutional customer, said profiles containing or referencing user-indicative and institution-indicative content for the informational elements of the customized templates;

providing an internet-accessible requestor interface for entry of a print order by a user who is one of said personnel of said institutional customer, the requestor interface being adapted to enable the user to:

log on through a security protocol that identifies the user and a predefined user profile associated with the user;

update his or her predefined user profile;

select a printable product from said set of printable products; and

submit a print order for the selected printable product;

wherein the requestor interface does not enable the user to modify the typography of any information to be printed on the business card or stationery product; ~~and~~

in response to the print order, automatically generating a pre-press product incorporating the user-indicative and institution-indicative content from the predefined user profile associated with said user into the selected print product in accordance with the placement and typographical settings defined in the corresponding print product template; and

providing an internet-accessible purchaser interface that allows an institutional representative to specify and modify the institution-indicative content contained or referenced by said predefined user profiles and that allows an authorized purchasing agent for the institution to cancel, approve, and modify print orders submitted by a user of said requestor interface.

Claim 26-28 (cancelled).

Claim 29 (currently amended): The method of claim 258, wherein the internet-accessible purchaser interface further enables the authorized purchasing agent for the institution to selectively approve multiple submitted print orders for actual printing.

Claim 30 (currently amended): The method of claim 258, further comprising a processor interface that allows ~~enables the~~ print provider to view the status of not-yet-approved orders and to sort approved orders into batches for processing.

Claim 31 (cancelled).